



DEMING HORIZONS

A COMPLETE RELOCATION LIFESTYLE GUIDE

Highlighting the quality of life that is enjoyed by Deming residents.

Deming Horizons is your complete relocation guide to sunny Deming, New Mexico. You will find it is an invaluable resource to the area's shopping, dining, schools, and businesses for new residents and visitors both. *Deming Horizons* magazine is packed with information about the Deming community and the attractions that make this area so appealing.

Features:

A Great Small Town
People Making A Difference

Departments:

Retirement
Medical
Arts and Antiques
Outdoors
Agriculture
Economic Development

Resources:

New Mexico Facts
Mileage to Deming
Area Lodging
Area Churches
Volunteer Organizations
Pet Friendly Policies
Primary and Secondary Education
Higher Education
Child Care
Area Libraries
Financial Institutions

Recreation
Community Activities
Weather
Health Care
Deming and Luna County Profile
Community Services
Deming Museums
The Arts
Film Office
Employment
Local Events

Estimated readership: 30,000 per issue

Distribution

- *Deming Horizons* is available free of charge to travelers.
- *Deming Horizons* is distributed locally and to surrounding areas through the Chamber of Commerce, advertisers and realtors.
- *Deming Horizons* is read by area residents throughout Southern New Mexico.
- *Deming Horizons* has a full 1 year shelf life and pass along readership.
- *Deming Horizons* can be read online at ziapublishing.com.

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info@ziapublishing.com

mechanical requirements | materials

Publication Trim size – 8 ³ / ₈ " x 10 ⁷ / ₈ "			
UNIT SIZE	WIDTH	DEPTH	
Full Page Bleed	8.625"	11.375"	x
Trim Size	8.375"	10.875"	x
Full Page Non-Bleed(Live Matter)	7.375"	9.875"	x
Back Cover:	8.625"	11.375"	x
2/3 Page	4.75"	9.875"	x
1/2 Page Vertical	4.75"	7.25"	x
1/2 Page Horizontal	7.375"	4.75"	x
1/3 Page Vertical	2.25"	9.875"	x
1/3 Page Square	4.75"	4.75"	x
1/6 Page Vertical	2.25"	4.75"	x
1/6 Page Horizontal	4.75"	2.25"	x
1/8 Page	3.25"	2.25"	x

Checklist

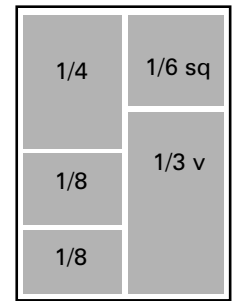
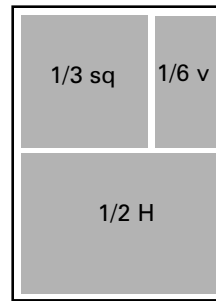
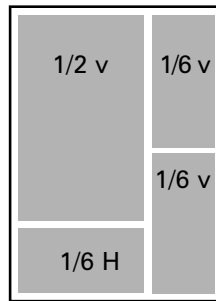
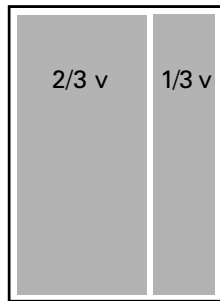
- Make sure that dimensions for ad are correct.
- Full page bleeds require .25" added to each side of the trim size (8.375" x 10.875"). Full page bleed size is 8.875" x 11.375. Depending on placement in the book, we will crop .25" from one side for left or right hand placement.
- Make sure that the ad centers in the live matter area (7.375 x 9.75) for full page bleeds. Do not place text or images outside the live matter area. We require a .5" margin in on each side of the trim.
- All the fonts used in the ad have been collected and are included in your fonts folder.
- All images in the ad are linked and are in your collected images folder.
- All images in the ad are saved at 300 dpi, are cropped and placed in the ad at 100% their size.
- Embed all fonts in your .pdf.
- Make sure that fonts are not forced into special effects such as bold, italic, shadow, or outline.
- Use only Quark preferences. Do not use any hidden file preferences.

Font usage tip

Do not apply keyboard commands for bold, italicized, etc. text. Use actual bold or italic fonts. Keyboard commands will make your text look bold or italicized on screen but it will revert to the (normal weight) font during file output and the effect will not print.

File naming

Filenames must be all lower case – letters and numerals only. Filename must not exceed 18 characters in length. There should be no spaces in the file name. Underscore to separate words is allowed, dash (hyphen) is not allowed. Example, "product_image1" (with underscore) is acceptable, "product-image1" (with hyphen) is not acceptable. **To recap:** There should be no spaces, periods, slashes, dollar signs, hyphens, commas, asterisks or capital letters in the name, and the name must be 18 characters or less. Numerals (0, 1, 2, ...9) are allowed.



Special Sections Only

Acceptable media

- CD, DVD, or FTP (Please contact us to set up ftp access. Your files can be sent to us within minutes. A contract proof must follow the next business day).

Supported file formats

Deming Horizons is not responsible for correcting bad scans, copy fitting, errors in type, etc., only for the accurate output of the electronic file submitted. *Deming Horizons* cannot be responsible for digitally submitted ads that do not meet these requirements.

PDF/X-1a

Deming Horizons requests that advertising material be submitted as PDF/X-1a files. PDF/X-1a is a subset of the Adobe Portable Document Format. It restricts the content and structure of PDF files so they can be reliably used in print production environments. Detailed information about PDF/X-1a can be found at "<http://www.pdf-x.com>" or "<http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf>"

PDF/X-1a specifies that:

- All fonts and images must be embedded in the file. All page elements must be CMYK
- MediaBox and TrimBox dimensions must be defined
- The PDF file must be identified as trapped or untrapped
- The intended printing condition must be defined

Adobe Acrobat Distiller 6.0 and later can be configured to produce PDF/X-1a files. Prepare PDF/X-1a files with a resolution of 2400dpi. Raster elements (Photoshop TIFF, EPS, etc.) should be prepared at 300dpi. Colors must be defined as CMYK. Distiller will not trap page elements when producing PDF/X-1a (or any other) files. If required, trapping must be performed in using an application or plug-in to trap either the input PostScript file or the output PDF/X-1a file. *Deming Horizons* will not trap files submitted as untrapped, and will bear no responsibility if reproduction problems result from untrapped files.

Other file formats accepted

- TIF**
- CMYK color
 - 300 dpi
 - Must be submitted as a stuffed or zipped file

PDF

- Fonts embedded
- CMYK color
- 300 dpi

Bleed Ads

Keep live matter 0.5" from gutter and trim edges.

Return of Materials

Artwork and photos will become the property of Zia Publishing and will be returned on request only. Publisher assumes no responsibility for artwork uncalled for six months after date of publication.

Proofs

We cannot accept a digital ad without a printout. A digital proof with a halftone dot (Polaroid or Kodak approval are examples) provides the greatest accuracy for matching color on press. Other digital proofs are acceptable as a representation of the ad itself, but are not considered accurate for matching the color on press. **THE FINAL APPEARANCE OF YOUR AD WILL BE AFFECTED BY THE ACCURACY OF YOUR PROOF.** Publisher is not responsible for color reproduction quality without a digital color proof provided for guidance.

Additional Charges

- Any alterations to supplied disks will incur a \$85.00 per hour production charge.
- Any necessary separations will incur production charges for labor and materials.

Submit files to

Debra Sutton
Zia Publishing Corp.
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Silver City, NM 88062
Fax: 575-534-3333 • Phone: 575-388-4444 x14
email: debra@ziapublishing.com

our extended family | reaching the right audience

Our readership is *loyal* and *decidedly upscale*. They enjoy *above average income levels*, are *home owners*, purchase *new cars*, make *major clothing expenditures*, invest in *fine jewelry, art and home accessories*. Our readers enjoy *outdoor sports, travel and country club living* as well.

New Mexico Traveler

This definitive visitors' guide is read by hotel guests through-out New Mexico. It is an exclusive, in-room reference found in New Mexico's top resorts and vacation rentals. Guests find spectacular photo spreads and complete information for dining, shopping, sightseeing and vacations.

Estimated readership: 5.9 million per issue

Old West Trails

Old West Country keeps the spirit of the 1800's southwestern New Mexico alive! It features the state's largest recreational lakes, mountains, and bird sanctuaries that offer a quality of life that was only in the dreams of early settlers.

Estimated readership: 100,000 per issue

Encantada

Captivating the travel, history, shopping, fine art, cuisine and adventures of Northern New Mexico. This definitive guide is placed at concierge desks in the region.

Estimated readership: 30,000 per issue

Silver City LIFE

Silver City, in southwest New Mexico, is one of America's best. Listed in Norman Crampton's *The 100 Best Small Towns In America* and Norman Ford lists it in the *Top 1% of Healthiest Places to Live and Retire in the US*. It highlights area residents, homes, entertainment and business interests.

Zia Publishing's headquarters!

Estimated readership: 30,000 per issue

Scenic Tours

A walk through history highlighting the multi-cultural communities, four gentle seasons, warm hospitality, wilderness areas and ancient cultures of the Silver City area.

Estimated readership: 50,000 per issue



Deming Horizons

A fabulous publication highlighting the quality of life that is enjoyed by Deming residents. A complete guide to area shopping, dining, schools and business interests.

Estimated readership: 30,000 per issue

